PROJECT Part 4/5 - Basic project descriptions by Renee Apelo

Project 1. – Original anime-inspired character - Marina Nanami a.k.a. Marine Pearl

The problem being solved:

Created a graphic layout for an original anime-inspired character by incorporating Japanese visual styles and Western design principles such as hierarchy, unity, contrast, and proximity, to attract the audience's attention.

Project 2. – RFART419 Self-Branding Package

The problem being solved:

Created an encompassing, unified self-brand with a logo mark, business card, and a social media post that represents me as a design professional. This package includes my brand statement, typeface, and color palette.

Project 3. – Rising Oak Nature Education – Social Media Campaign by In Harmony Studios

The problem being solved:

As a team member of a student agency group, called In Harmony Studios, created a social media campaign proposal to Rising Oak Nature Education, a local forest school that offers elementary school-age students' environmental literacy, hands-on experimental learning, and supported risk-taking in an outdoor setting, with a goal of hiring one part-time or full-time teacher. The group's design process involved brainstorming, team feedback, research, digital iterations, and client/class presentations.

Project 4. – RFART419 Animations Mobile App

The problem being solved:

Created a fictional mobile app for my future design company, RFART419 animations, which provides a means for animation fan users to navigate various contents using a UI/UX interface, including Home, Videos, Playlists, Channels, Discussions, and About Us buttons.

Project 5. – Secrets of The Ocean – Fictional Movie Poster

The problem being solved:

Created a typographic title lock-up for a fictitious Netflix movie or series with a fantasy genre. The words and characters were styled and arranged to showcase the best combination of visual appeal and clear communication.